

October 2016

This document lists some of the major suggestions and revisions that should be incorporated into the FY17 CDI Communication Plan, based on feedback from the CDI Communication WG and the CDI Coordinators. Items are listed by section.

Goals

Key Audiences

Messaging

Spokespeople

Products/Activities

1. Group actions with tools
2. Separate out the tools or list the tools for each action
3. Acknowledge the fact that members are volunteer - what will motivate them, or their supervisors to sign-off on participation?
4. Be more specific about who is "the community"
5. JC "Have there been thoughts on a training RFP?"
6. Think about "Success story examples, snippets, science shortcuts"
7. Think about which forms of communication are most effective, users should know how to keep current or locate the best source for a particular topic.
8. Match the text in the paper with the Communications Matrix.

Background

Resources

Results/Metrics

1. Add quantitative numbers to all of these metrics, and also what is considered "success"?
2. What is the measure of "activity of members"?
3. Can WG chairs keep track of number of participants on calls?
4. What balance of data managers, technical staff, and research scientists are you looking for? How do you measure this?
5. Add metrics about money leveraged from USGS centers and outside sources. (However, think about the goal - is this something we are trying to increase? We ask for 30% match in proposals to demonstrate commitment to the project. Proposals will not be selected on this metric.)

Action Plan

- Include an action plan with actual dates for each FY
- Note that RFP advertising needs improvements in FY17, such as preparing outreach materials BEFORE the actual announcement and opening.

Misc

1. Create a "funded by CDI" statement and encourage it to be used.
2. Think about a badging system for repositories and webpages in general
3. Cross-listing/sharing newsletters can happen in the CDI forum (non-intrusive) and could be tagged as such for interested people to view.